

Overview of SSP (Self-Service AdPlatform)

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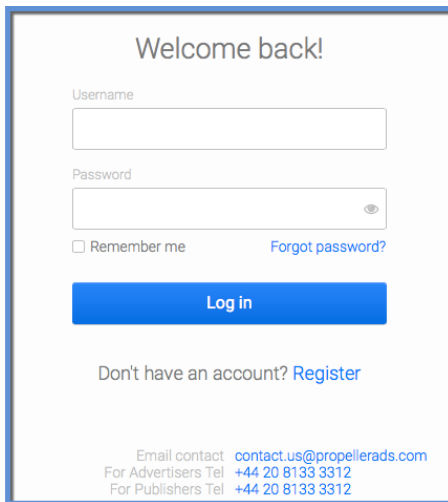
SSP - Self-Service AdPlatform

Current version of SSP is open only for OnClick format and only for CPM price model. Some account rights can allow clients to create Campaigns from SSP, some don't have the rights. If Campaigns are available it is possible to see Campaigns created in SSP by Advertisers and also it is possible to see campaigns of any format created by Propellerads Trafficking Team, but they are not editable.

In SSP you can:

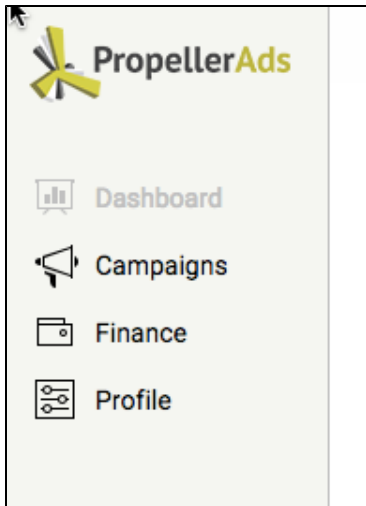
- **Create, Stop, Copy and do Multiple Copies of OnClick CPM Campaigns**
- **See statistics by Impressions, Clicks, Conversions**
- **See Budget spent in USD**
- **Group data by Date, Campaign, Material, Zone, Size, Country**
- **See updated statistics every hour**
- **See Financial Information as Daily Expenses form the date of registration**
- **See Invoices and it Statuses**
- **Download Invoices in PDF format**
- **Download Expenses in CSV or XLS format**

After registration Advertiser will be provided with the login details and can visit <http://partners.propellerads.com/>



Serves as an Advertiser Cabinet where he or she can see depending on rights following data:

- **Dashboard**
- **Ad Campaigns**
- **Finance Info**
- **Profile**



Dashboard

Is a centralized place where Advertiser can see historical data about:

- **Number of Impressions**
- **Number of Clicks**
- **Number of Conversions**
- **CTR**
- **CPM**
- **Budget** (Spent amount in USD)

 A screenshot of the PropellerAds dashboard. The top left shows the PropellerAds logo and a navigation menu. The top right has 'Adv Login' and 'Log Out' links. The main area displays a summary for '\$0.00' with a 'Show Summary' button and a red arrow pointing to the text 'Drag to see graphs'. Below this is a 'Group by' dropdown set to 'Date' with the note 'Filters can be grouped'. A 'Bookmarks' section contains a button labeled 'Saved filtered searches can be found here' and a red-bordered 'Add filter' button. A note says 'Add filter first and after you can save it in Bookmarks'. The 'Statistics for' section has tabs for 'Today', 'Yesterday', 'Last 7 Days', 'Last 30 Days', 'This Month', 'Last Month', and 'Custom'. The date '23/04/2015' is shown. A 'Table' toggle is set to 'Table'. A summary table at the bottom shows:

Impressions	Clicks	Conversion	CTR	CPM	Budget
0	0	0	0	0	\$0.00

Data can be seen in EST time for:

- **Today** (updated once in an hour)
- **Yesterday**
- **Last 7 Days** (Including today)
- **Last 30 days** (Including today)
- **This Month** (from the 1st date of current month)
- **Custom** (You can set your own dates)

Add filter

Add Filter button - by clicking on it you will be prompted to choose criteria. Filters can be used for see data for:

- **Campaigns** (Accepts IDs)
- **Sizes** (Refer to format sizes)
- **Materials** (Accepts IDs)
- **Countries** (Accepts either 2 letter country codes or full country name)
- **Zones**(Accepts IDs)

Group by

Date

Group by can help to group data by:

- Date
- Campaign
- Size
- Material
- Country
- Zone

Dashboard: Saving Bookmarks

Once you have inserted any data into the filter you will be asked to save it in the Bookmarks. Enter the name of the Bookmark and click Save.

32435 x Start typing...

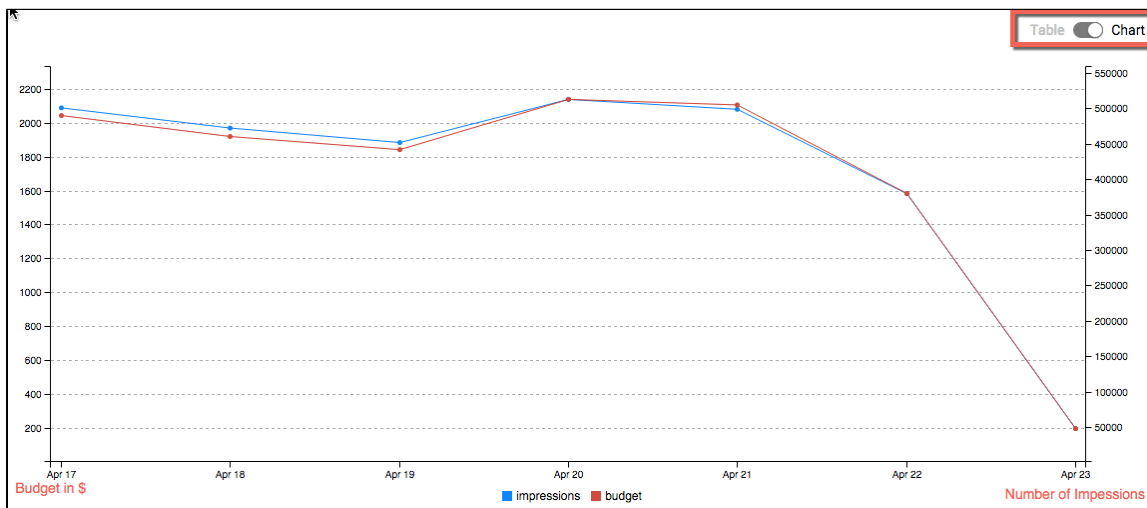
You can **save** current filter as bookmark.

My saved report for

Save Cancel

Dashboard: Showing Chart

You can switch between Table and Chart View on the right top corner



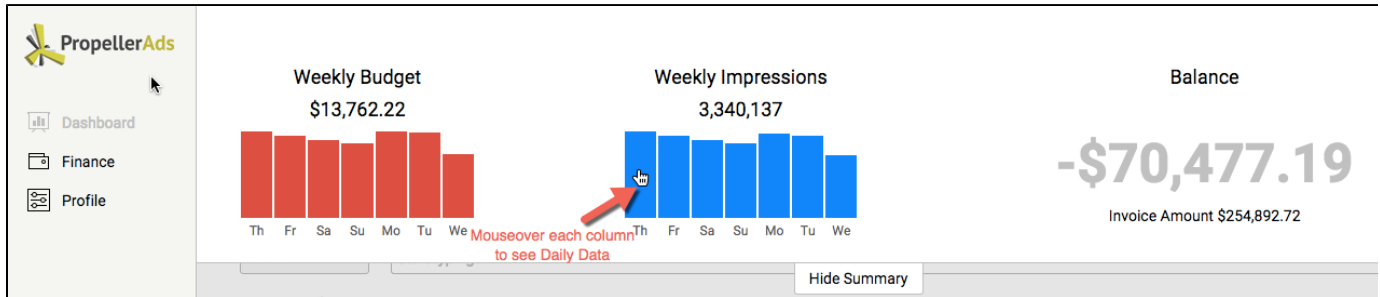
Dashboard: Showing Summary

On the top of the page you can Drag down the control and see graphs for:

PropellerAds -\$70,477.19 **Show Summary**

- Weekly Budget
- Weekly Impressions
- Daily Budget
- Daily Impressions

Mouseover each column and you'll see Daily data



Campaigns

If the account rights permit you will be able to see Campaigns tab. Here you are able to create

- Create OnClick CPM Campaigns
- Edit OnClick CPM Campaigns created by you
- Copy and do Multiple Copies of OnClick CPM Campaigns created by you
- Archive campaigns in Draft, Stopped, Paused, Completed Status (if campaign starts automatically, like in Paused status, the campaign will be out of Archive)
- See campaign limited data of ANY format, created by assigned Trafficking Manager
- Filter by Status
- Bulk Start, Stop or Archive
- Change view: Archived or Not Archived

Campaigns

Statistics for: Today, Yesterday, Last 7 Days, Last 30 Days, This Month, Last Month, Custom

24/04/2015

Status Filter: Any Status

Start Stop Archive

Archived Not Archived

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St	ID	Name	Start Time	End Time	Adv Type	Impressions	Clicks	Conversions	Conv/Clicks	CTR	CPM	Budget	Type	Actions
<input type="checkbox"/>	D 200754	Copy of onclick test	22/04/2015	—	onclick	0	0	0	0.00	0.00	\$1.00	\$0.00	CPM	
<input type="checkbox"/>	D 200753	йцукенгшщзх	24/04/2015	—	onclick	0	0	0	0.00	0.00	\$12.00	\$0.00	CPM	
<input type="checkbox"/>	D 200734	dfgsdfgsdg	22/04/2015	—	onclick	0	0	0	0.00	0.00	\$1.00	\$0.00	CPM	
<input type="checkbox"/>	D 200730	onclick test	22/04/2015	—	onclick	0	0	0	0.00	0.00	\$1.00	\$0.00	CPM	
<input type="checkbox"/>	D 200712	Copy of test	21/04/2015	—	onclick	0	0	0	0.00	0.00	\$2.00	\$0.00	CPM	
<input type="checkbox"/>	D 200711	test	21/04/2015	—	onclick	0	0	0	0.00	0.00	\$2.00	\$0.00	CPM	
<input type="checkbox"/>	D 200710	Copy of asdfghj	17/04/2015	—	onclick	0	0	0	0.00	0.00	\$1.00	\$0.00	CPM	
<input type="checkbox"/>	D 200709	34	17/04/2015	—	onclick	0	0	0	0.00	0.00	\$4.00	\$0.00	CPM	
<input type="checkbox"/>	D 200708	2	17/04/2015	—	onclick	0	0	0	0.00	0.00	\$3.00	\$0.00	CPM	
<input type="checkbox"/>	D 200707	1	17/04/2015	—	onclick	0	0	0	0.00	0.00	\$2.00	\$0.00	CPM	

Campaign Statuses

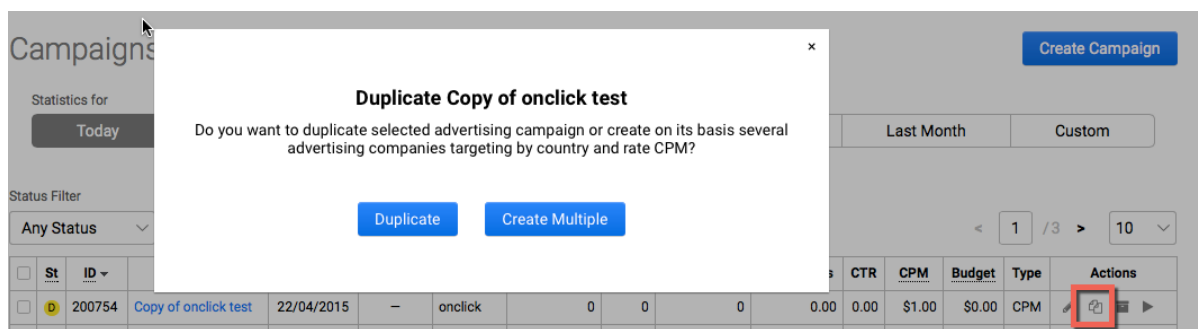
paused	
draft	
rejected	
completed	
stopped	
moderation	
working	

Once campaign is created it can be saved in **Draft** Status for additional editing or you can start the campaign. At this moment campaign goes to **Moderation**. During the moderation your campaign is not editable and it's not possible to cancel. Moderation is done manually and can take from 20 min up to few hours. You campaign can be approved or **Rejected**. Approved campaign would have **Working** Status. You can Stop campaign at any time. In this case it would have **Stopped** Status. If the campaign meets its **daily limit** it will be in **Paused** and will be Working again automatically the next day. If the campaign meets its **total limit** or hit the **end date** it will have status **Completed**.

Duplicating Campaign

To make a campaign copy click on the Copy icon in Actions

Choose to make either one Copy or Create Multiple Campaigns



Create Campaign

- **OnClick**
- **CPM**
- **Zone Limitation**
- **Daily Total**
- **Frequency Capping 1 5**
- (,)
- **Targetings: OS, OS Names, OS Versions, Device Types, Device Names**

- Dashboard
- Campaigns
- Finance
- Profile

General Information

Campaign Name *

Direction: Onclick

Target URL *

Frequency Capping
 Disabled

Countries
 Add Exclude

Advertising Budget (USD)

CPM *

We recommend to choose CPM rate \$4 for the best result.

Daily Budget *

Total Budget *

Campaign Schedule

The operating time is EST (Eastern Standard Time)

All Working Days Weekend Clear All

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mo	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Tu	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
We	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Th	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Fr	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sa	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Su	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23

Set display period

Advanced Settings

OS Types
 Add Exclude

OS's
 Add Exclude

OS Versions
 Add Exclude

Device Types
 Add Exclude

Devices
 Add Exclude

Zones
 Add Exclude

Save as Draft Start Campaign

Finance: Invoices

It is possible to see Invoices, Invoice Amount, Paid Amount, where the payment went and on which date. You can also download invoice in PDF format.

Finance

Switch between Invoices and Expenses

Invoices Expenses

Sort by Invoice Status

All

Date from Date to

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Limit view by custom dates

Status	Date	Payment Info	Comments	Invoice	Paid	Download
Success	05:58 20/02/2015	AD TECHNOLOGIES	Prepayment	\$29,961.57	\$29,961.57	PDF
Success	10:31 05/01/2015	Fastlink Supplies L.P.	dec	\$59,965.60	\$59,965.60	PDF
Success	10:58 26/12/2014	Fastlink Supplies L.P.	december	\$19,965.55	\$19,965.55	PDF
Success	11:52 18/12/2014	Fastlink Supplies L.P.	December	\$20,000.00	\$20,000.00	PDF
Success	07:17 17/12/2014	Fastlink Supplies L.P.	Prepayment for December	\$20,000.00	\$20,000.00	PDF
Success	07:18 10/12/2014	AD TECHNOLOGIES	Prepayment for Dec	\$20,000.00	\$20,000.00	PDF
Success	10:19 04/12/2014	AD TECHNOLOGIES	Initial Deposit	\$85,000.00	\$85,000.00	PDF
Total:				\$254,892.72	\$254,892.72	

You can filter Invoices by Status:

- Success
- Failed
- Rejected
- Pending
- Processing

It is also possible to filter each column by clicking on title. Sortable columns has underlined title. If you need to limit view, just select dates from and to.

Finance: Expenses

Expenses are available in daily mode. If the expense is re-calculated it will be shown in the Correction column.

You can download Expenses in CSV or XLS file.

If you need to limit view you can set date from and to.

Finance

Invoices Expenses

Date from Date to

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Date	Expenses	Corrections
23/04/2015	\$519.85	\$0.00
22/04/2015	\$1,582.97	\$0.00
21/04/2015	\$2,105.24	\$0.00
20/04/2015	\$2,137.79	\$0.00
19/04/2015	\$1,841.30	\$0.00
18/04/2015	\$1,918.98	\$0.00
17/04/2015	\$2,042.52	\$0.00
16/04/2015	\$2,133.42	\$0.00
15/04/2015	\$1,551.29	\$0.00
14/04/2015	\$1,802.62	\$0.00
Total:	\$17,635.98	\$0.00

CSV XLS